

Post Office Box 9010 Addison, Texas 75001-9010 5300 Belt Line Road
(972) 450-7000 Fax: (972) 450-7043

AGENDA

MEETING OF THE TOWN OF ADDISON

CHARTER REVIEW COMMISSION

5:00 P.M.

MARCH 31, 2010

ADDISON CONFERENCE AND THEATRE CENTRE

15650 ADDISON ROAD

Item #1 - PUBLIC HEARING

Members of the public who would like to speak on issues associated with Addison's City Charter may do so at this time.

Item #2- Discussion by the Group of Articles IX – XI of the Addison City Charter.

Adjourn Meeting

Posted: March 12, 2010 at 5:00 P.M.
Lea Dunn - City Secretary

**THE TOWN OF ADDISON IS ACCESSIBLE TO PERSONS
WITH DISABILITIES. PLEASE CALL (972) 450-2819 AT LEAST
48 HOURS IN ADVANCE IF YOU NEED ASSISTANCE.**

MINUTES OF THE ADDISON CHARTER REVIEW COMMISSION

March 31, 2010
5:00 P.M. – Stone Cottage
Addison Conference and Theatre Centre
15650 Addison Road

Present: Bruce Arfsten, Kelly Blankenship, Burk Burkhalter, Linda Groce,
David Griggs, Margie Gunther, Neil Hewitt, Susan Hayes, Lance
Murray, Suzie Oliver, Bill Perry, Roy Stockard

Absent: None

The minutes of the March 10, 2010 meeting were tabled and the staff was instructed to revise them and bring them back.

Item #1 - PUBLIC HEARING

Chairman Groce opened the meeting as a public hearing. The following persons spoke, and all comments regarded Charter **Section 11.04. Restriction of sale of alcoholic beverages.** :

Jim Freeman, Kroger Real Estate Manager, 1331 E. Airport Freeway,
Irving, Texas
Gary Huddleston, Kroger Director of Consumer Affairs, 1331 E. Airport
Freeway, Irving, Texas
Greg Wonsmos, Manager of Centennial Liquor Store and President of the
Texas Package Store Association
Larry McCallum, Attorney, 4560 Belt Line Road
Bernard Shaw, leasing agent for Addison Town Center
Andy Siegel, Attorney for package store owners

Item #2 – Discussion by the Commission of Articles IX – XI of the Addison City Charter.

The Commission spent the entire meeting discussing **Section 11.04, Restriction of sale of alcoholic beverages.**

There were two straw votes taken:

Straw Vote #1: How many were in favor of recommending to the Council that the question regarding eliminating the restriction on the sale of beer and wine only for off-premises consumption be put on the ballot for a Charter election.

The Commission voted 12-0 in favor of recommending that the question be put on the ballot.

Straw Vote #2: How many felt it was acceptable to put the question described in Straw Vote #1 on the ballot for a Charter election if:

(1) the election resulted in the adoption of a Charter amendment that would allow the sale of beer and wine only for off-premises consumption throughout the Town, and

(2) the amendment and the existing Section 11.04 restriction, after being challenged in court, were struck down, thereby allowing the sale of all alcoholic beverages for off-premises consumption (in accordance with the current zoning ordinance) Town-wide

The Commission voted 9-3 in favor of this question.

There being no further business before the Commission, the meeting was adjourned.

Addison Charter Review Commission
Revised Minutes for March 10, 2010

*Proposed Revisions
from Commissioner
Hayes*

REPLACE ITEM #1 AS WRITTEN WITH THE FOLLOWING TEXT:

ITEM #1 PUBLIC HEARING

Chairman Groce opened the meeting as a public hearing. The following individuals spoke regarding Section 11.04 - Restriction of sale of alcoholic beverages:

RESIDENTS:

1. Jimmy Niemann, 14921 Bellbrook Drive
2. Fran Powell, 14796 Lochinvar Court
3. Tom Sowers, 14901 Oaks North Drive
4. Ginger Morgan, 15770 Seabolt
5. David Misko, 15773 Seabolt
6. Phyllis Silver, 15720 Artists Way
7. Traci Heatherington, 5006 Parkview
8. Ed Homko, 50550 Addison Circle

MERCHANT/RETAILER BUSINESS

9. Bernard Shaw, leasing agent for *Addison Town Center*
10. TBN, leasing agent for *Village on the Parkway*
11. Glen Agritelley, (resident & business owner) 14904 Lake Forest, owner of *Mercy Wine Bar*

PUBLIC COMMENTS:

One resident (Niemann) spoke in favor of leaving the Charter unchanged. The other seven Addison Residents all spoke in favor of allowing a vote by Residents to change the Town Charter to allow alcohol sales. The comments and reasons conveyed to the Commissioners were fairly consistent by all those in favor and included the following points:

1. Beer and wine sales are key to attracting new commercial and retail development, especially a high-end grocery retailer. Addison has lost out on numerous past opportunities specifically due to current restrictions.
2. The desire to have a high-end grocery retailer inside the Town of Addison. The real estate leasing agents reconfirmed that it will be impossible to attract such a merchant without a change to the Charter.
3. Residents all indicated they currently grocery shop outside of Addison, on a regular basis, in the surrounding communities where beer and wine are sold, as these stores have a greater selection and offer a better shopping experience. They would prefer to spend their money inside Addison rather than a neighboring community.
4. Residents of Addison Circle feel the current alcohol package sales restrictions, and lack of a strong retail development at and near Addison Circle, have contributed to the decline in their property values.
5. Charter Section 11.04 is outdated and not in step with current buying and shopping habits of the retail consumer.

Leasing agents for *Addison Town Center* and *Village on the Parkway*, whose properties anchor each end of Beltline Road, addressed the Commission separately. Both leasing agents told the Commission that the current Charter restrictions on alcohol sales are a hindrance to their ability to find tenants for their respective retail shopping centers. The leasing agent from *Village on the Parkway* cited the recent loss of *Bed, Bath, and Beyond* as a "significant retail and tax revenue loss" for Addison and said it would be extremely difficult to find a retailer to reoccupy such a large space if the Addison Charter was not changed. Both leasing agents also stated that it would never be possible to attract a high end grocery/market like Central Market, Whole Foods, Eatzi's, World Market, etc until Addison's Charter was amended to allow for beer and wine sales by these types of merchants.

Mr. Glen Agritelley addressed the Commission, both as a resident and current business owner in Addison. *Mercy Wine Bar* is located in the *Village on the Parkway, Suite 544*. Mr. Agritelley spoke in favor of amending the charter and gave the following overview on his business: Mercy is a specialty wine bar and restaurant offering wines, by the bottle and by

Addison Charter Review Commission
Revised Minutes for March 10, 2010

the glass, from around the world. In addition to selling fine wines and restaurant food, Mr. Agritelley likes to hosts wine tastings at the restaurant for his high-end clientele. The purpose of the wine tastings is to cultivate his clients' interests in unique wines from around the world. However, after establishing his business in Addison, he discovered that due to the current Addison Charter restrictions on package alcohol sales, he could not sell wines by the bottle or case for offsite consumption. He currently is forced to refer all his package sales customers to a competitor in Plano, which he estimated costs him a few thousand dollars in business revenue a month. Likewise, this has been lost sales tax revenue for Addison. A change in the Addison Charter would be good for his business and allow him to retain his package sale revenues.

At the close of the Public Hearing, Chairman Groce thanked all the residents and retailers for coming and sharing their thoughts and opinions on this important matter with the entire Commission. The Commissioners were unanimous in feeling that input from both the residents and retail merchants and been informative and insightful.

REPLACE SECTION ON CHARTER SECTION 11.04 AS WRITTEN WITH THE FOLLOWING TEXT:

Section 11.04 Restriction on sale of alcoholic beverages: The Commission began discussion on the Towns current requirement that restricts the sale of alcoholic beverages for off-premises consumption to the existing west side of Inwood Road, between the southern corporate limits and the southern right-of-way of Belt Line Road. The area is further clarified through a metes and bounds legal description contained in the Charter.

Chairman Groce called on each Commissioner individually to give their thoughts and opinions on Charter Section 11.04. The Commission was unanimous in support of letting the voters decide the issue and generally feel the current Charter restrictions are outdated and a barrier to economic development. Commissioners frequently cited the following financial and economic issues as reasons a change is needed:

1. Ever increasing vacant commercial and retail property, and the need to stop the business from moving north for better opportunities in neighboring communities.
2. The desire to attract a high-end grocery like Central Market, Whole Foods, etc. Most Commissioners indicated they too did all, or nearly all, of their current grocery shopping outside of Addison, on a regular basis in Plano or Carrollton, for the same reasons cited earlier by the Residents. Very few currently patronize the Inwood Road liquor stores for beer and wine, preferring to purchase it at the grocery store.
3. Declining sales tax revenues.
4. Increasing residential property tax rates due to loss of sales tax and commercial property tax revenues.
5. Loss of competitive edge on property taxes rates to Plano as a reason new business should locate here. The Addison property tax rate has moved from being the second lowest to the fifth lowest property tax rate in recent years and the Town is taking a double hit every time a retail business leaves due to a loss of both sales tax and commercial property tax revenues.
6. Public comment from the commercial real estate leasing agents that Addison's commercial retail property is currently seen as a less desirable location than retail space found in the surrounding communities, solely due to Charter restrictions. This makes it hard to find quality tenants.
7. Petition drive by various City of Dallas residents and merchants to call a wet-dry election in November 2010. The petition drive appears to have the full support of the Dallas Mayor and City Council and would lift beer and wine restrictions in stores. If passed by Dallas voters, this would allow beer and wine sales at Dallas retailers adjacent to Addison: the *Wal-Mart* at Montfort & Arapaho and the *Tom Thumb* at Preston & Beltline.

After hearing from each Commissioner individually, Chairman Groce allowed for open discussion. The Commission continued to discuss the current restrictions at length. A few Commissioners indicated that they would be less inclined to support a change if the restriction could not be eliminated for beer and wine only. Other Commissioners were in support of eliminating the restriction on all alcoholic beverages, and did not see a need to draw a distinction, especially if State

Addison Charter Review Commission
Revised Minutes for March 10, 2010

law required no distinction for a Charter change to be successful. City Attorney John Hill told the Commission it would depend on interpretation of State law.

Mr. Andy Siegel, attorney, was attending the meeting as member of the general public on behalf of his clients, the Inwood Road liquor stores. Mr. Hill informed the Commission that Mr. Siegel was an expert in Texas state and local alcoholic beverage regulations. Chairman Groce asked Mr. Siegel to present a brief overview of alcoholic beverage regulation in Texas. There was some discussion regarding the prohibition of the sale of alcoholic beverages within 300 feet of residential areas. The Commission asked Mr. Hill to look into the matter and provide clarification.

The Commission instructed the staff to come back to the Commission with proposed language that would allow beer and wine to be sold throughout the Town, but keep the restriction on distilled spirits to the area described in the current Charter, and not conflict with current state laws and regulations.

Further discussion on this issued was tabled by Chairman Groce in order to complete the review of the remaining articles in Section 11. Discussion on 11.04 would be reopened at the March 31, 2010 meeting for further discussion.

Dallas Morning News PROVIDED TO
Sunday 3/28/2010 GROUP BY
COMMISSIONER
HAYES

Beer, wine sales loaded with advantages

Let me throw out the names of a few area cities:

Highland Park, Frisco, Plano, McKinney, Garland, Rockwall, Duncanville, DeSoto, Irving, Southlake, Grapevine ...

As you read through that list, does a sense of fear and horror come over you?

Well, of course not.

In fact, it's a pretty impressive list of thriving, progressive cities.



STEVE BLOW

sblow@dallasnews.com
dallasnews.com/metroblog

And what do they all have in common?

They allow the sale of beer and

wine in stores and mixed drinks in restaurants.

They already have, in other words, what is just now being sought for the city of Dallas.

A petition drive began last week to call a wet-dry election in November. Right now, Dallas has a crazy quilt of wet and dry areas. Under the proposed change, existing

See DALLAS Page 2B

STEVE BLOW

Dallas should get into spirit of beer, wine sales

Continued from Page 1B

wet areas would be unaffected but all dry areas would begin allowing beer and wine sales in stores and drinks in restaurants.

Liquor stores and bars would not be permitted.

You can bet that between now and November, this proposal will be portrayed as the kiss of death for Dallas — the sure next step to rampant crime and squalor.

In response, I would simply recite that list of cities above.

And I could go on naming many more. Try making something scary and dangerous out of places like Allen, Addison, Coppell, Carrollton, Lewisville, Flower Mound, Richardson, Rowlett, Sachse, Grand Prairie, Arlington, Keller and Colleyville.

* According to the Texas Alcoholic Beverage Commission, no fewer than 116 cities in the five-county Dallas-Fort Worth area already allow the sale of beer and wine in stores and mixed drinks in restaurants. Some go even further to allow bars and liquor stores.

So maybe the question really ought to be: Why has Dallas been so slow to get with the program?

Studies estimate that the city is losing up to \$10 million a year in sales taxes by sending beer and wine buyers to the suburbs.

You might expect Dallas Mayor Tom Leppert to stay out of this particular vote. He's Southern Baptist, the last bastion of ginger-ale punch.

But Leppert told me last week that the economic development aspect is so

important that he won't shy from talking about it. Beer and wine sales are key to attracting new groceries, new Costco and Sam's Club stores and new restaurants to Dallas, he said.

"Right now it makes it much more difficult to recruit those sorts of establishments," he said.

Still, I expect Leppert to get an earful from fellow members of Dallas' First Baptist Church. And the mayor said that's fine.

"I'm happy to sit down with the dry forces and hear their concerns," he said. "I understand the economic impact. If there are other issues out there I don't understand, I want to hear them."

But opponents will be hard-pressed to provide anything concrete.

DeSoto City Manager Jim Baugh went looking for

problems in cities with beer and wine sales and came up empty.

DeSoto voters faced the issue in an election last November. Opponents predicted dire consequences if sales were approved.

"We were curious about that question," Baugh said. "We looked around at a number of cities, and we found that there was no noticeable impact at all."

No negative impact, that is.

DeSoto voters approved beer and wine sales in stores. And while it's too early to see much impact, Baugh's early impression is a good one.

"In the grocery stores, there seems to be more activity, more stuff on the shelves. The grocery stores just seem to be more robust," he said.

Robust is good. It's time for Dallas to get in the game.

DMN 3/1/2010

NEW LOCAL ECONOMIC SNAPSHOT | CONSUMER PRICES

Pump prices push up local CPI

PROVIDED TO
GROUP BY
COMMISSIONER
HAYES

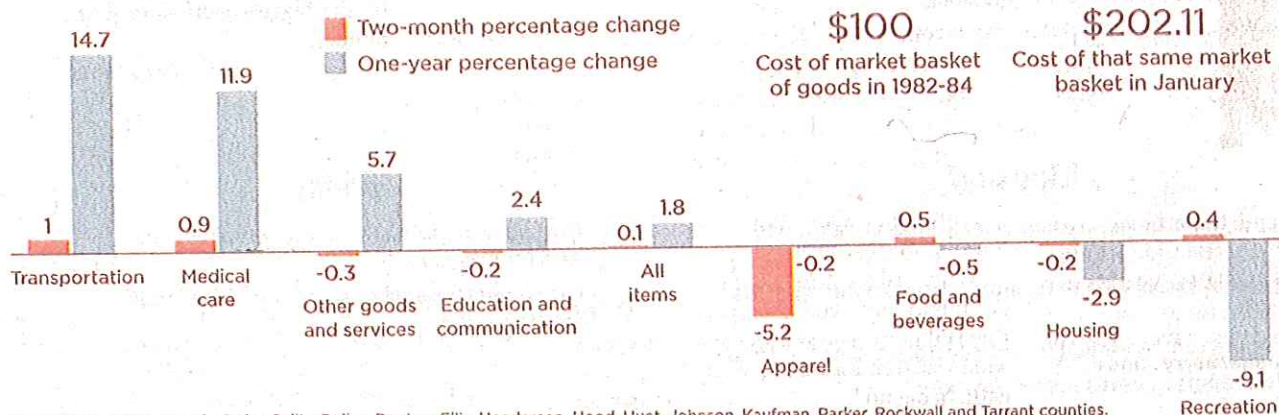
By KAREN ROBINSON-JACOBS
Staff Writer
krobinson@dallasnews.com

TROY OXFORD
Staff Artist
toxford@dallasnews.com

There's a key culprit behind Dallas-Fort Worth's rise in consumer prices. Blame it on a nearly 54 percent leap in gasoline prices in the last year. Still, gas prices remain below the painful \$4 a gallon seen in July 2008. Overall, consumers paid about 2 percent more for goods and services in the year that ended in January.

Dallas-Fort Worth Consumer Price Index

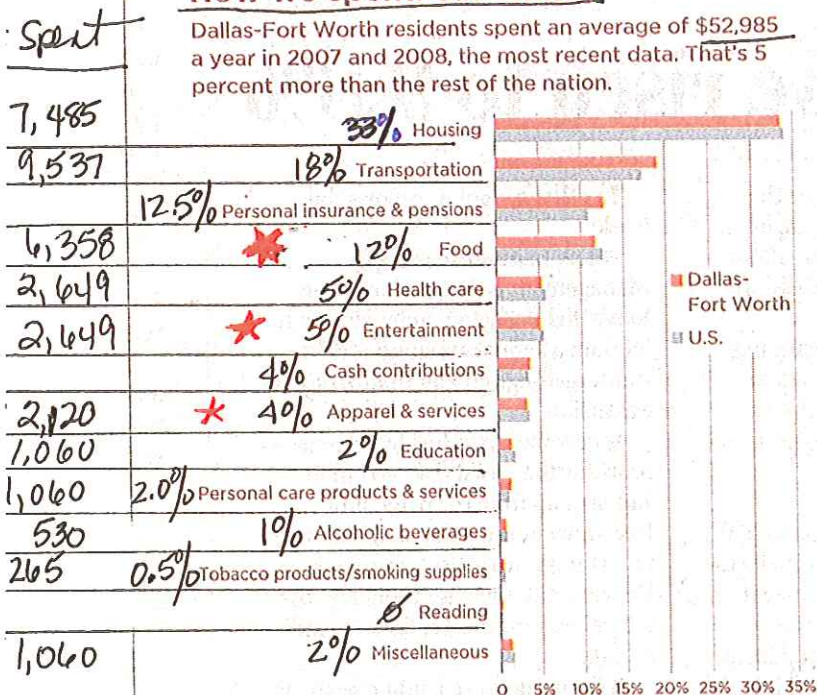
Prices in the 12-county Dallas-Fort Worth metropolitan area rose 1.8 percent in the last year. Spikes in transportation and medical care costs were partially offset by declines in recreation and housing. Prices rose only 0.1 percent in the last two months.



Note: Metropolitan area includes Collin, Dallas, Denton, Ellis, Henderson, Hood, Hunt, Johnson, Kaufman, Parker, Rockwall and Tarrant counties.
SOURCE: U.S. Bureau of Labor Statistics

How we spend our money

Dallas-Fort Worth residents spent an average of \$52,985 a year in 2007 and 2008, the most recent data. That's 5 percent more than the rest of the nation.



SOURCE: U.S. Bureau of Labor Statistics

How we compare

It cost less to live in Dallas-Fort Worth in 2009 than it did in other big U.S. cities. Dallas' housing costs are nearly 30 percent below the national average.

Rank		Index score*	Groceries	Housing	Utilities
Five most expensive cities					
1	New York (Manhattan)	217.2	145.9	399.5	156.8
2	New York (Brooklyn)	177.8	128.7	312.5	154.4
3	Honolulu	166.3	157.6	248.8	139.9
4	San Francisco	162.9	118.6	273.0	92.4
5	New York (Queens)	157.2	125.9	227.0	159.1
Five other big cities					
11	Los Angeles	141.6	107.6	229.1	90.7
46	Chicago	113.2	104.4	131.5	114.3
75	Denver	102.9	101.4	107.4	99.3
107	Phoenix	98.4	105.6	94.6	88.5
179	Atlanta	94.2	100.6	88.6	82.5
Five Texas cities					
136	Austin	96.5	91.8	84.2	90.3
172	Arlington	94.6	95.4	77.6	110.0
174	Plano	94.4	99.9	81.1	106.7
225	Dallas	92.1	96.1	71.2	107.9
248	Fort Worth	90.7	92.7	75.7	103.4

* Index is based on a national average of 100.

SOURCE: ACCRA Cost of Living Index comparing 322 U.S. communities

Petition drive kicks off for Dallas wet vote

DALLAS

Petition drive kicks off to put alcohol measures on ballot

Group has 60 days to collect 68,846 voter signatures

By STEVE THOMPSON and ROY APPLETON Staff Writers

A group backed by major grocery store chains, restaurants and other retailers launched a drive Tuesday to place on the November ballot two measures to allow alcohol sales in "dry" areas of Dallas.

Progress Dallas has 60 days to collect the signatures of 68,846 Dallas voters in order to bring the issue to a vote.

The group plans to place petitions in

Continued from Page 1B

amounts to requesting and storing identification information from customers who drink.

Proponents say approval of the latter measure would not affect the operation of bars or allow them to open where they are now prohibited.

"The reason we're doing this, frankly, is for our customers," said Gary Huddleston, director of consumer affairs for Kroger and treasurer for Progress Dallas. He spoke at a news conference Tuesday at the front of the Kroger on Mockingbird Lane in northeast Dallas.

"We anticipate some folks that are not for beer and wine, and we understand that and respect that," Huddleston said. "We think that the customers should make that decision and put it on the ballot."

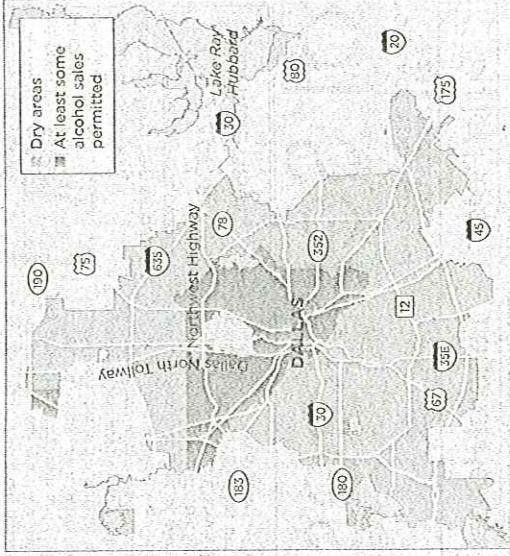
Most of Dallas is now dry. Supporters say citywide alcohol sales would be an economic boon to Dallas, increasing annual tax revenues by some \$10 million and making areas more attractive to grocery stores and other development.

"The ability to sell beer and wine helps us justify new store projects," Huddleston said.

Some supporters say eliminating private club record-keeping and other requirements would save restaurants \$10,000 to \$20,000 a year.

Alcohol sales areas

Only parts of Dallas allow some form of alcohol sales.



SOURCE: Dallas Morning News research

KYLE ALCOTT/Staff Artist

approved. Grocers and restaurateurs have tried before to overturn Dallas' wet-dry boundaries, which have long been set along justice of the peace precinct lines.

In 2006, a petition drive focused on Justice of the Peace Precinct 3 was thwarted by the Texas Supreme Court, which ruled the signatures were not properly collected within the precinct's original boundaries.

This time, Progress Dallas will focus its petition drive on the whole city. The group's leaders say justice of the peace boundaries won't be an issue.

On Tuesday, a worker for Texas Petition Strategies collected signatures at table inside Kroger on dry Oak Cliff. His yellow T-shirt said: Keep our tax dollars at home working for Dallas.

A woman, who wouldn't give her name, said she signed the petitions "so they won't have to go far to get something to drink." Dwayne Norris said he signed because "it's more taxes for the city. The city has to raise money somehow."

"I'm signing it because of property taxes," said Wanda Garrett, who stopped at the table. "I don't drink, but it will bring new businesses into the community, and maybe it will help get the streets fixed."

stthompson@dallasnews.com
rappleton@dallasnews.com

attorney, who has led past local-option fights in the Dallas area.

After the end of Prohibition in 1933, Texas communities maintained the right to choose whether to go wet or stay dry. Elections can be held by counties, cities or justice of the peace precincts.

Since a 2003 state law eased requirements on calling such elections, dry areas have begun to dry up.

According to the Texas Alcoholic Beverage Commission, Texas voters have considered 420 alcohol issues since 2003. About 80 percent have been

PROVIDED TO GROUP BY
ANDY SIEGEL

The Economic Development Myth

It is thought that expanding the point of sale region for beer and wine will attract new grocery outlets (i.e. Central Market). However, given the existing density of grocery retailers within Addison's 4.4 square miles, it is unlikely that a major grocery retailer (such as Central Market) will find an attractive location without heavy competition and market saturation. Such grocery retailers are looking for markets with higher growth rates and larger percentages of households with families.

The Facts

Available Market for Food Spending

Dallas Central Market:
\$262 Million
Addison: \$127 Million

Media Income

Plano Central Market:
\$77,700
Addison: \$64,000

Population Growth Rate

Plano Central Market:
2.46%
Addison: .58%

Percentage of Households with Families

Plano Central Market: 52%
Dallas Central Market: 41%
Addison: 37%

(see attached site analysis for more detail)

Administrative Strain

Every new location in Addison that wants to sell beer and wine will need to apply for a license with the TABC. This process is often time consuming and burdensome to cities and towns. Each application can, and will most likely be, challenged by residents in the neighborhoods of the proposed new alcohol retailer. These challenges will then require additional attention by municipal staff, causing administrative strain and new costs to taxpayers.

Costs Outweigh Revenue

According to the National Center on Addiction and Substance Abuse at Columbia University, in 2005 local governments spent an average of **8.9% of their total expenditures** on substance abuse and addiction. Most of local governments' spending on substance abuse is directed toward the areas of justice, health, education and public safety costs. The Texas Commission on Alcohol and Drug Abuse found that in 2000, Texas spent **\$16.4 billion** on

direct and indirect costs of alcohol abuse in the state, far exceeding tax revenue gained from alcoholic beverage sales.

Village on the Parkway Site Analysis

Is Village on the Parkway a viable location for Central Market?

Market Saturation

The immediate market area surrounding Village on the Parkway has an estimated population of 47,575 organized in 25,316 households.¹ Households spend an estimated \$148 million on food at home, including approximately \$139 million spent in grocery stores and specialty food stores. More than 50 establishments self-classified as grocery stores or specialty food stores are doing business within the immediate market area right now and their estimated total sales based on US industry averages is \$139 million. With supply and demand both at approximately \$139 million, the market opportunity for a new competitor like Central Market appears to be weak unless a convincing argument can be made that it would displace existing businesses. Furthermore, there is a Walmart Supercenter less than one-half mile away from Village on the Parkway at 15220 Montfort Drive. While Walmart and Central Market have different target demographics, Walmart's push into organic and specialty food items is a significant downside risk for competitors entering the market.

Questionable Demographics

Central Market has four locations in the Dallas-Fort Worth region: Dallas, Plano, Southlake, and Fort Worth. Benchmarking the Village on the Parkway market against the two closest locations in Plano and Dallas does not make a strong case for a new store. Within the immediate market area, the Dallas Central Market has more than twice the number of people living within a five-minute drive of the store compared to what's currently available at the Village on the Parkway. The total market for food at home within the immediate market area of the Dallas Central Market is an estimated \$262 million, compared to only \$148 million within the immediate market area of a potential store at Village on the Parkway. Village on the Parkway compares more favorably to the Plano Central Market in terms of market size, but other factors raise flags. For example, population in the immediate market area of the Plano store is projected to grow at an average of 2.46% per year between 2009 and 2014, compared to only 0.58% in the immediate market area of Village on the Parkway. Average spending per household on food at home is also lower: \$6,744 in Plano vs. \$5,862 in Village on the Parkway. Finally, the population in the immediate market area of Village on the Parkway is relatively young compared to Dallas and Plano, with families making up a smaller percentage of total households. If Central Market considers families with children as a target demographic, Village on the Parkway is at a disadvantage.

Expanding the market geography to a ten-minute drive time area improves the demographics for Village on the Parkway relative to Central Market stores in Plano and Dallas. However, the numbers are not compelling enough to suggest that Village on the Parkway would be more favorable for a new store than, for example, another location around Plano to take advantage of the higher population growth rates there.

Other Opportunities

The immediate market area of Village on the Parkway is not underserved in grocery stores. However, there are other opportunities to capture additional retail sales and tax revenues. For example, a comparison of current household demand and estimated sales at local retailers—a "retail leakage analysis"—reveals that the market could support an additional estimated \$5.3 million in building materials, garden equipment, and supplies. In other words, residents are spending \$5.3 million outside the immediate market area that could be captured locally. Village on the Parkway should explore other options like this for tenants.

¹ Immediate market area here is synonymous with the five-minute drive time area. Data sources are ESRI (demographics) and infoUSA (businesses) available here: <http://www.esri.com/software/bao/index.html>.

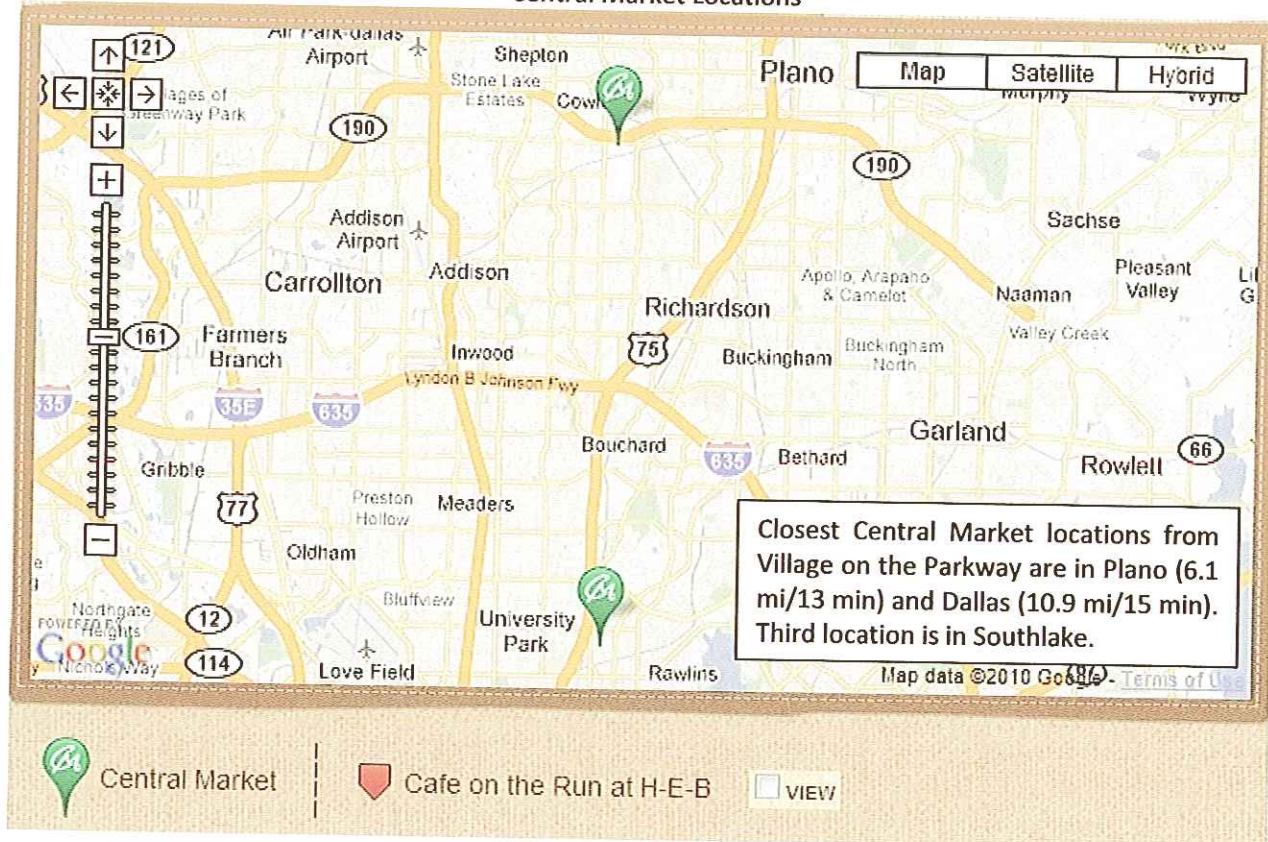
Five-Minute Drive Time Analysis

	Village	CM Plano	CM Dallas
Population	47,575	41,285	105,955
Annual Growth 2009-14	0.58%	2.46%	0.18%
Households	25,316	18,879	46,865
Median Household Income	\$64,143	\$77,701	\$58,086
% Households in Families	37%	52%	41%
Total Household Spending Food at Home	\$148,403,607	\$127,315,553	\$262,369,974
Avg Household Spending Food at Home	\$5,862	\$6,744	\$5,598

Ten-Minute Drive Time Analysis

	Village	CM Plano	CM Dallas
Population	375,505	304,775	461,922
Annual Growth 2009-14	0.95%	2.21%	0.41%
Households	162,997	147,082	189,244
Median Household Income	\$68,760	\$79,158	\$55,998
% Households in Families	53%	57%	48%
Total Household Spending Food at Home	\$1,071,993,633	\$1,052,956,332	\$1,065,896,970
Avg Household Spending Food at Home	\$6,577	\$7,159	\$5,632

Central Market Locations



Public Safety

Study after study suggests that expanding availability of alcohol and density of retail locations in a town like Addison will bring several unwanted impacts to public safety. Research has shown that greater availability correlates with significant increases in domestic violence, rape, homicide, robbery, assaults and underage drinking.

More Underage Drinking

A very recent study published in 2010 from the Pacific Institute for Research and Evaluation found that alcohol outlet density can play a significant role in **initiation of underage drinking among teens.**

An Increase Domestic Violence

A 2008 study by the University of Texas School of Public Health found that an increase of just 10 alcohol outlets per 10,000 people was associated with a **34% rise in domestic violence.**

An Increase in Overall Violence

A 2008 report by the Pacific Institute for Research and Evaluation examined a number of studies and concluded that greater density of alcohol outlets was linked to an overall **increase in violent crimes such as rape, homicide, robbery and assault.**

Strained Law Enforcement

If the proposed Charter and Ordinance changes are voted on and approved, the Addison Police Department will need to either significantly increase its staffing to patrol more areas where alcohol is available, or will stretch itself too thin. The result will be either greater costs to taxpayers or an overstretched department that must handle greater responsibilities and criminal activity that result from more alcohol

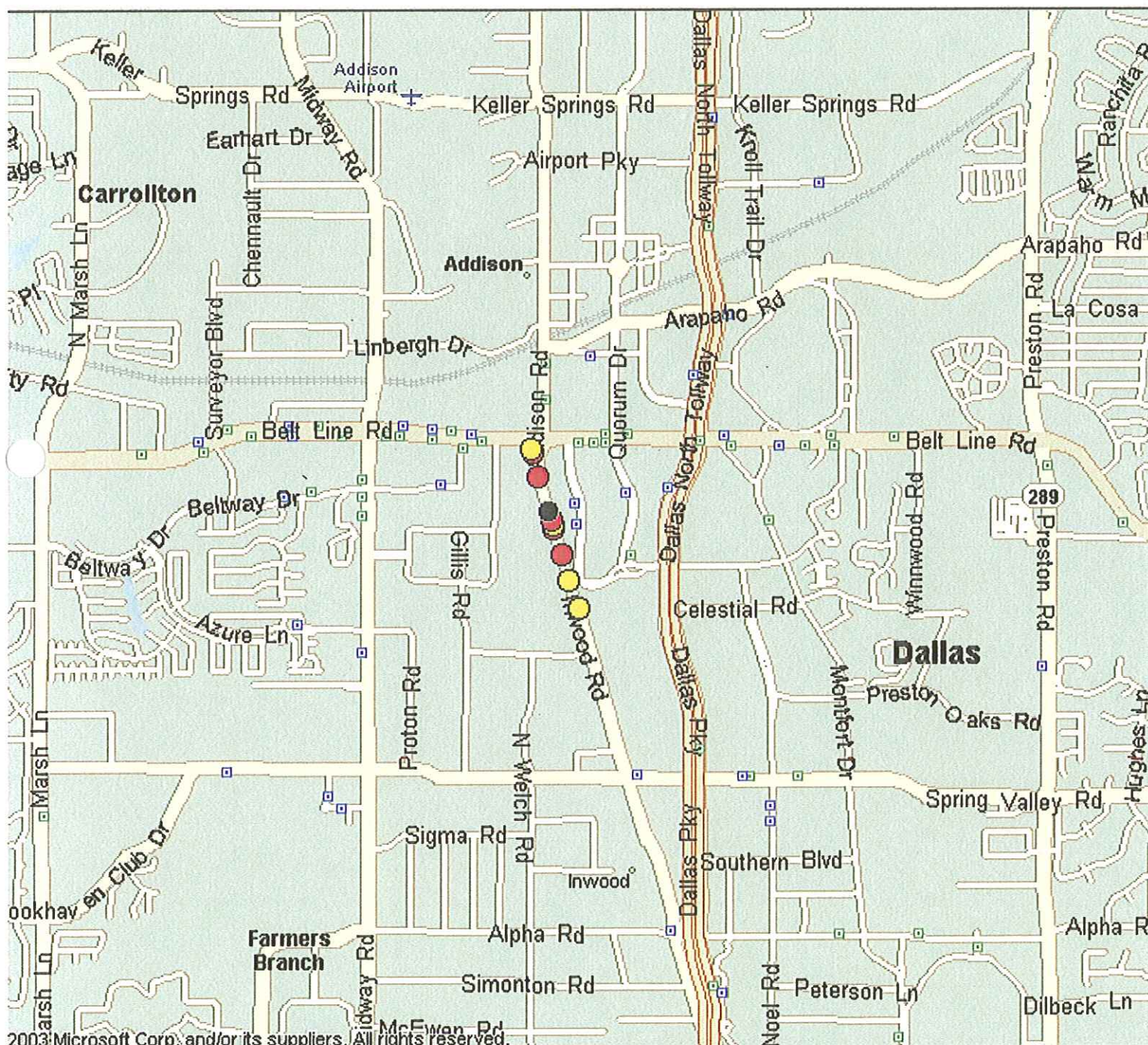
Presented to Commission
by Andy Siegel

Addison: Current Licensed Package Store and Convenient
Store Locations

Black: BQ

Yellow: Q&BF

Red: P&BF



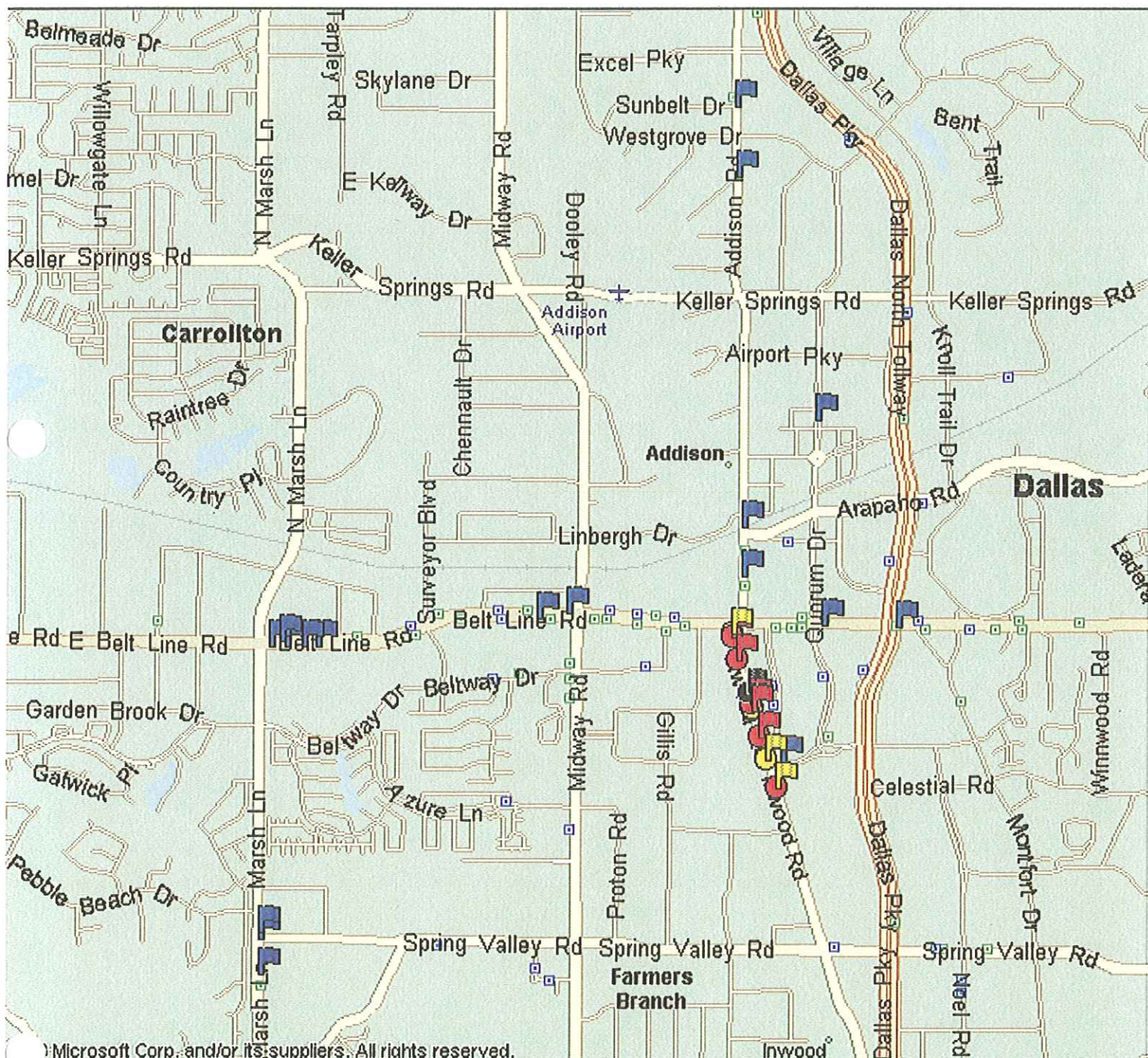
Addison with Locations Likely to Convert to Sell Alcoholic Beverages

Black: BQ

Red: P&BF

Yellow: Q&BF

Blue: Probable to Convert



Light Blue: Possible to Convert

Addison with all Locations that Would/Could Sell Alcohol

Black: BQ

Red: P&BF

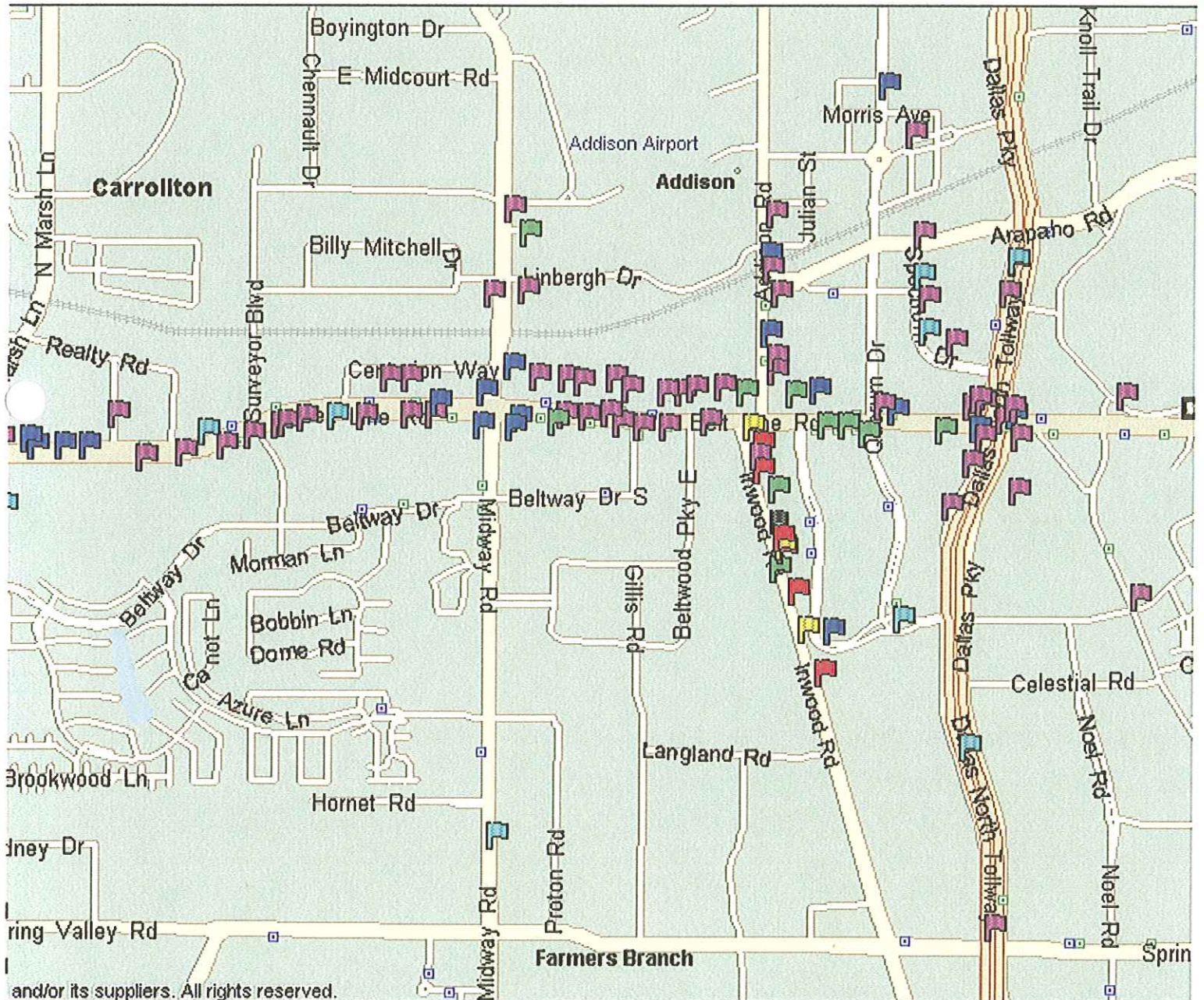
Yellow: Q&BF

Blue: Probable to Convert

Light Blue: Possible to Convert

Green: BG

Purple: MB



Permit Guide:

MIXED BEVERAGE PERMIT (MB)

Permit authorizes the holder to sell mixed drinks from unsealed containers and wine, beer, ale and malt liquor in containers of any legal size for on-premise consumption.

PACKAGE STORE PERMIT (P)

Permit authorizes the holder to sell liquor, malt and vinous liquors on or from licensed premises at retail to consumer for off-premise consumption.

PACKAGE STORE PERMIT (WINE ONLY) (Q)

Permit authorizes the holder to sell ale, malt liquor, wine and vinous liquors on or from licensed premises at retail to consumer for off-premise consumption. The holder of a wine-only package store permit whose premise is located in a wet area allowing the legal sale of wine for off-premise consumption only as determined by an election held under Section 251.19 may only purchase, sell, or possess vinous liquor only-- no ale or malt liquor on those premises.

BEER & WINE PERMITS

RETAIL DEALER'S OFF-PREMISE LICENSE (BF)

License authorizes holder to sell beer in a lawful container direct to the consumer but not for resale and not to be opened or consumed on or near the premises.

WINE AND BEER RETAILER'S PERMIT (BG)

Permit authorizes the holder to sell for consumption on or off the premises where sold but not for resale, beer, ale, malt liquor and wine not more than 14% or 17% (depending on type of local option election). Requires adequate seating area for customers.

WINE AND BEER RETAILER'S OFF-PREMISE PERMIT (BQ)

Permit authorizes the holder to sell for off-premise consumption only, but not for resale, wine, beer, and malt liquors containing alcohol in excess of one-half of one percent ($\frac{1}{2}$ of 1%) by volume and not more than 14% or 17% of alcohol by volume (depending on type of local option election).